



Ottawa Substance Abuse Prevention Coalition

Strategic Plan

2022 - 2026

The Ottawa County Substance Abuse Prevention Coalition (OSAP) was founded in 2002 and serves Ottawa County, Michigan. OSAP uses the Strategic Planning Framework (SPF) to plan and implement initiatives that engage youth, families, and community stakeholders in working together to prevent youth substance abuse and promote youth wellness.

The SPF framework requires a community to identify intervening variables and local community conditions that influence the use and consequences of youth substance use in that community. This information allows for targeted action to address the root causes.

This strategic plan will guide the coalition over the next five years to address identified community needs.

Our Mission: To work together to prevent substance use disorders among youth, families, and community members in Ottawa County.

Rationale: OSAP believes that collaboration guided by an effective strategic plan allows for:

- Unified efforts through a shared vision
- Effective use of limited resources
- Identification of gaps in efforts and response as a community to fill the gaps.

Planning Process: This Strategic Plan was created through a series of virtual meetings and gathering of input through on-line questionnaires between March and September of 2021 with support from KWB Strategies.

This process worked with coalition stakeholders to review data and provide input to inform prioritization of goals and objectives. Further data collection was then conducted to better understand local conditions contributing to each prioritized issues.

Following a review of findings, the coalition identified and prioritized strategies for inclusion.

Acknowledgements:

Preparation of this plan was a community effort with representation from various agencies including local government, civic and volunteer groups, healthcare professionals, law enforcement, schools, parents, and more.

Thank you to everyone that participated in the virtual surveys and planning meetings to inform development of this plan. Your support is truly appreciated!

OSAP 2022-2026 Strategic Plan Goals:

Unless otherwise noted all baseline data is from the 2019 Ottawa County Youth Assessment Survey.

Recent substance use of among youth p.03

- Decrease recent marijuana use by 10%
- Decrease recent use of electronic vaping products by 10%
- Decrease recent misuse of a prescription drug by 10%
- Maintain low rate of recent alcohol use at 17% or less

Age of Onset p.06

Decrease the percentage of youth who begin to use substances before the age of 13 by 10%:

- Alcohol
- Marijuana
- Electronic Vapor Product
- Prescription drug misuse

Impaired Driving p.09

Decrease the percentage of young adults (age 21-24) who report recently driving under the influence of the following by 10%:

- Alcohol
- Marijuana and Medical Marijuana
- Prescription Painkillers
- Prescription Stimulants

Source: ROADD Adult Alcohol Attitude Survey 2017

Capacity p.11

Strengthen capacity of OSAP to prevent substance abuse.

Goal 1: Recent Youth Substance Use

Decrease the % of students reporting use of the following in the past 30 days:



Marijuana by 10% (from 13% to 11.7%)



Vaping by 10% (from 18% to 16.2%)



Alcohol - maintain low rate ($\leq 17\%$)



Misuse of any prescription drug
(from 4.8% to 4.3%)



Objective 1.1: Raise Awareness of Risks

Metrics:

Reduce the % of students reporting the following are 'no risk' or 'slight risk' by 10% by 2026:

- Binge drinking (i.e. 4 or 5 drinks, 1-2x/weekend) from 23.4% to 21.1%
- Trying marijuana once or twice from 54.9% to 49.4%
- Using an electronic vapor products from 22.5% to 20.2%
- Misuse of prescription drug from 13.5% to 12.2%

Strategies:

- Educate youth on the health impacts of vaping, and underage alcohol and marijuana use, beginning in early elementary and continuing through high school.
 - Partner with parents to model healthy use of alcohol and talk about risky behavior in developmentally appropriate ways as an ongoing conversation.
 - Support law enforcement in standardizing their youth educational programming to ensure common language/message across jurisdictions and grade levels; Provide resources such as regional power points and the Drug Risk Teaching Toolkit.
 - Educate youth on the accurate prevalence of youth alcohol and marijuana use and their impact on a young person's body.
 - Partner with youth in leadership programs to create messaging to educate their peers on the risks.
- Promote youth understanding of responsible adult alcohol use, including what constitutes binge drinking or risky use.
- Raise awareness of the impacts of THC on youth brains (vs adult brains).
- Educate parents and adults who work with youth (trusted adults) on use rates and risks of youth substance use; and how to communicate with their youth about the risks.
 - Promote TalkSooner (esp. late elementary and at medical check-ups)
 - Educate coaches and athletic leadership about negative consequences of youth substance use.
 - Engage trusted adults in the faith community to have these conversations with teens.

Objective 1.2: Decrease Youth Access

Metrics:

Reduce the % of students reporting it would be 'sort of' or 'very easy' to get the following by 5% by 2026:

- Alcohol from 59.1% to 56.1%
- Marijuana from 43.1% to 41.0%
- Prescription (Rx) drugs without a Rx from 28.3% to 26.9%

Strategies:

Social Access:

- Encourage adults with Rx drugs, alcohol, or marijuana in the home to properly store, secure, and monitor.
- Educate parents on social host laws for providing alcohol to a minor and the consequences; increase enforcement and visibility of enforcement.
 - PSAs targeting parents; Use data in messaging to help parents understand where youth get alcohol.
 - Partner with school resource officers (SRO) to provide presentation to parents at beginning of school year events.
 - Provide in person presentations, town halls and virtual town halls to parents, youth pastors, teachers, etc.
 - Partner with NW quadrant Thriving Family Campaign to support parents in talking to their kids about not allowing alcohol or other substances to be used by minors at their home.
- Sustain and enhance party patrols to identify and respond to underage parties with alcohol or other substances.
- Educate young adults, parents, etc. on responsible hosting of parties to prevent alcohol or drug use.
 - Support Greek life in preventing access to alcohol by minors.
 - Partner with local colleges and universities for consistent messaging and education strategies.
 - Consider how to reach students in trade schools and who have entered the workforce directly from high school.
- Promote prescription drug drop boxes and take-back events.

Retail Access:

- Support alcohol retailers in avoiding sales to minors:
 - Compliance checks with retailers; recognition for those that succeed.
 - Provide TIPS training and vendor education.
- Support marijuana retailers in avoiding sales to minors:
 - Advocate for resources to support enforcement and oversight.
 - Develop and provide a TIPS like training for marijuana dispensaries.
- Safe Prom and Safe Grad campaigns to prevent sales to minors at these times; Engage youth in development and distribution.

Goal 2: Early Initiation of Substance Use

Decrease the percent of students reporting use of the following before age 13 by 10% by 2026...



Alcohol from 12.8% to 11.5%



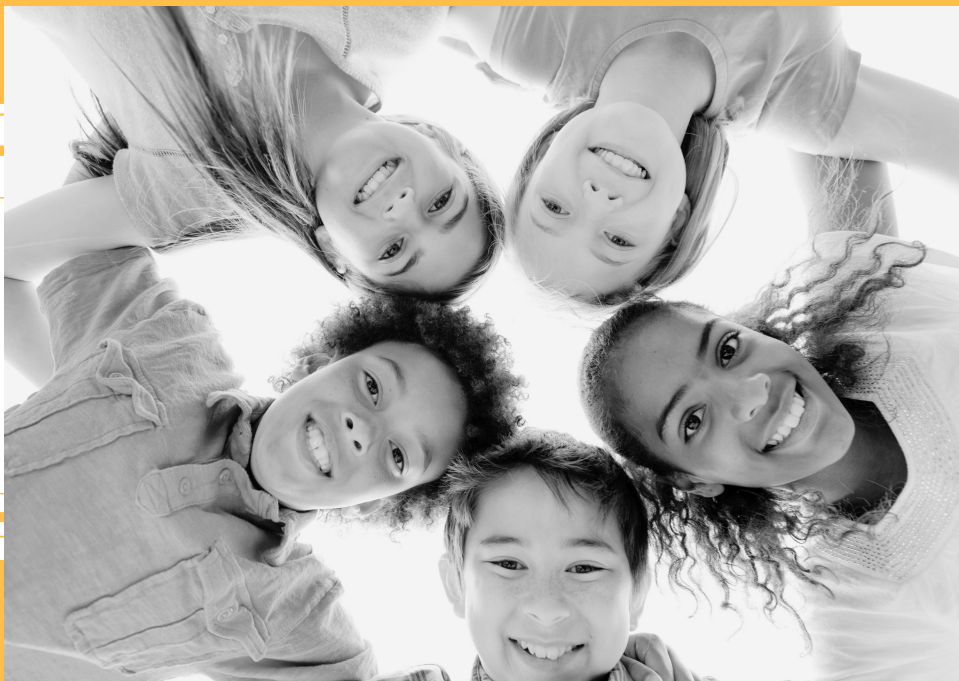
Marijuana from 3.6% to 3.2%



Electronic Vapor Product from 5.3% to 4.8%



Prescription Drugs from 2.3% to 2.1%



Objective 2.1: Increase Prosocial Opportunities

Metrics:

Increase the percent of students reporting they participated in the following in the past year by 2026:

- A volunteer opportunity by 5% (from 58.8% to 61.7%)
- A leadership activity by 10% (from 19.7% to 21.7%)
- A team sport by 10% (from 57.4% to 63.1%)

Strategies:

- Support community connectedness for diverse populations through engagement and representation in community events and activities.
- Continue 'Raise your voice' program.
- Recognize volunteer participants for their contributions.
- Educate and build goal/future oriented beliefs and actions for youth.
 - Support relationships between youth and future employers.
 - Partner with colleges and trade schools for career readiness (graduation coaches).
- Increase/provide pro-social (non-use) positive activities for youth:
 - Use current youth leadership groups to identify activities.
 - Identify and address barriers for youth in alternative education and youth of color.



Objective 2.2: Promote Resiliency and Coping Skills

Metrics:

- Reduce the percent of students reporting they experienced the depression in the past year by 10% by 2026 (from 31.0% to 29.4%)
- Increase the percent of students reporting they could ask a parent for help with a personal problem by 10% by 2026 (from 79.9% to 87.9%)
- Decrease youth and adult reported average stress levels by 2026 (youth from 5.75 to 5.0 and adult from 6.0 to 5.0).

Strategies:

Provide Education:

- Incorporate coping skills into community programming for youth.
- Educate parents to support their youth:
 - Relationship between mental health and substance use.
 - Families to promote and role model healthy use of online activities and engaging safely with peers online.
 - Positive family management parenting techniques; create equitable opportunities for parents to build their 'parenting toolbox'.

Promote positive youth mental health:

- Advocate for peer mentors to support mental health at each grade level.
- Educate teachers and other adults who work with youth on how to promote positive mental health.

Improve identification and access to behavioral health services:

- Ensure adults interacting with youth are equipped to identify symptoms of substance use or mental health challenges, and how to assist.
- Provide Mental Health First Aid, Question Persuade Respond (QPR), & other general mental health trainings.
- Increase access to services by partnering with other initiatives to support and enhance efforts to:
 - Address the culture of stigma for mental health, including seeking help and building relationships with others w/ similar experiences.
 - Promote harm reduction for youth that are already using substances.
 - Raise awareness of ACES impact to decrease stigma for getting help.
 - Assist treatment provider partners in addressing barriers to accessing services (e.g. co-location, decreasing costs, etc.).
 - Identify and advocate for evidence-based youth vaping cessation programs:
 - Promote availability and ensure access is equitable.
 - Ensure professionals in the community know how to help youth access services (e.g. dentists).

Goal 3: Reduce Impaired Driving

Decrease the % of young adults (age 21-24) that report driving under the influence of the following in the past month by 10% by 2026



Alcohol from 15.8% to 14.2%



Marijuana from 10.2% to 9.7%

Medical Marijuana from 13.2% to 11.9%



Prescription Painkillers from 7.9% to 7.1%

Rx Stimulants from 7.9% to 7.1%



Objectives:

- 3.1 By 2026, increase the % of Ottawa adults who report the consequences for drinking and driving are enough to prevent people from doing it by 10% (from 48.9% to 53.8%).
- 3.2 By 2026, decrease the % of young adults who have binge drank in the past year that report doing so:
- at a bar by 5% (from 68.4% to 65.0%)
 - at a restaurant by 5% (from 23.5% to 22.3%)



Strategies:

- Recruit local colleges and universities to participate in ROADD and implement young adult education and enforcement efforts.
- Community education on the consequences of driving after using marijuana; raise awareness of what impaired means; coordinate timing with high visibility enforcement times.
 - Raise awareness of improvements in ability to catch and prosecute impaired driving (eg impaired instead of road-side test).
 - Mock marijuana crash PSA targeted to young adults.
- Sustain TIPS training and vendor education for retailers to prevent overserving.

Goal 4 : Enhance Coalition Capacity

Strategies:

Ensure effective coordination and collaboration with other organizations and collaboratives:

- Communicate with professional groups on OSAP efforts, resources, and to launch the strategic plan.
- Create a process to capture how individual partner agencies are contributing to the work of the coalition.
- Align and support:
 - Efforts to support recovery
 - Opiate Task Force
 - Mental health efforts and initiatives
 - The work of Resilience Ottawa in building the clinical workforce in Ottawa County.

Monitor effectiveness of implemented efforts and the coalition's impact.

- Monitor successes and challenges of the coalition.
- Report on outcomes annually.

Build and sustain capacity and structures necessary to implement the strategic plan:

- Review membership to identify additional representatives needed; incorporate recruitment into annual action plans.
- Maintain subcommittee structure, and convene ad-hoc committees as necessary, to implement OSAP Strategies.
- Develop an annual action plan for the coalition and each committee.

Collect and utilize data to inform plans and initiatives:

- Conduct focus groups and other data collection as necessary to monitor community issues and local conditions.
 - Support the Ottawa County Youth Assessment Survey.
 - Monitor youth access to vaping products and respond as necessary.
 - Survey youth in juvenile detention to learn how to reach them.
- Conduct research to ensure developed messaging is relevant to diverse populations.
- Monitor and address emerging drug trends.